

# California School Recognition Program



**A Proposal for Corporate and Foundation Sponsorship of the  
California Distinguished School Awards Ceremony 2000**

California Department of Education

Our progress as a nation can be no swifter  
than our progress in education.

—John F. Kennedy



State Superintendent of Public Instruction Delaine Eastin respectfully requests your sponsorship of the Distinguished School Awards Ceremony to be held Friday, May 5, 2000, at the Disneyland Hotel in Anaheim.

Why?

John F. Kennedy said, "Our progress as a nation can be no swifter than our progress in education." Our schools reflect and create the civic, cultural, and economic climate in California and the nation. They are the precondition of a healthy democracy, essential to a healthy business environment, and central to our personal sense of well-being. The Distinguished Schools represent the very best California has to offer.

Thanks to the generous help of a select group of prestigious California corporations and foundations, the California Department of Education is able to select and honor a group of these Distinguished Schools each year at a statewide awards event.

By honoring our most successful and deserving schools, we acknowledge and honor the hard work that goes into the attainment of educational excellence and create a standard to which all schools can aspire. It is especially critical to teach our children well to compete in our increasingly information-based society.

*Delaine Eastin*

# Awards Ceremony

**The California Distinguished School** Awards Ceremony is celebratory, invigorating, and student-centered. During the day informational exhibits are displayed by each school. The evening format resembles that of the Academy Awards. Last year attendees were greeted by Scooby Doo, a contribution from Paramount's Great America, one of our contributors.

Entertainment is provided by talented student artists from the winning schools. Each school principal is received on stage by Delaine Eastin and the President of the State Board of Education and is presented with a plaque and a California Distinguished School flag to display at the school. Large video magnification screens allow everyone to enjoy the on-stage activities.

The 1999 Awards Ceremony honored 158 middle and high schools as well as the state's 49 nominees for the National Blue Ribbon Schools Program. The school exhibits and awards event were attended by over 2,500 educators, school board members, local government officials, legislators, parents, and representatives of the business community.

In 2000 the California Department of Education will honor outstanding elementary schools while the National Blue Ribbon Schools Program will focus on middle and high schools. The event will take place at the Disneyland Hotel in Anaheim.

# Benefits of Sponsorship

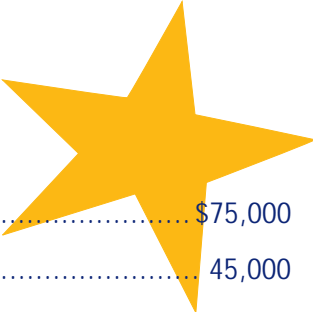
**Sponsorship of the California Distinguished School Awards Ceremony** boldly states your commitment to the partnership shared between the corporate and philanthropic communities and public education. Sponsorship of the awards ceremony offers significant benefits to donors:

- ★ The donor's corporate commitment to public education is featured in state-wide media announcements in all media markets and receives live, on-site coverage on the day of the event.
- ★ Donors' names are acknowledged in the event program, prominently displayed on signage, and highlighted during the ceremony's video production. Donors' names are also displayed on the California School Recognition Program's popular web site with links to the donors' web sites.
- ★ Presentations are made to the representative from each donor by Delaine Eastin during the event.

- ★ Representatives of each donor attend the awards event and are honored at a private reception. During the awards event they are seated with State Superintendent of Public Instruction Delaine Eastin, members of the State Board of Education, legislators, county superintendents, and representatives of major statewide educational organizations.
- ★ Donations are tax deductible as charitable contributions under the provisions of the *Internal Revenue Code* (Title 26, *USC*) Section 170(c)(1). The tax identification number is 68-0258051.

Corporate and foundation support is publicly acknowledged at three levels: *Benefactor*, *Corporate Guarantor*, and *Sponsor*. The primary costs of the awards event are supported by corporate donations, while food-related costs are borne by attendees' registration fees.

## Distinguished School Exhibits and Awards Ceremony Budget



Facility, Exhibit, and Meal Costs .....	\$75,000
Audiovisual Technical Production .....	45,000
Printing, Photographs, and Award Items .....	40,000
Master of Ceremonies .....	3,000
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Total Cost of Event .....	\$163,000
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# The California Department of Education gratefully acknowledges the corporate donors who supported the 1999 Distinguished School Awards Ceremony:

## Benefactors \$5,000 and above

Bank of America  
The Boeing Company  
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Harcourt Educational Measurement  
Laidlaw Education Services  
The Learning Company  
Microsoft Corporation  
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Wells Fargo

## Corporate Guarantors \$2,000–\$4,999

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Disneyland  
Experian  
Jostens Learning Corporation  
Pacific Gas and Electric Company  
The San Jose Mercury News  
The Walton Family Foundation, Inc.  
WestEd



## Sponsors \$1,000– \$1,999

Association of California School Administrators  
California Business for Education Excellence  
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California School Employees Association  
California State Lottery  
The Charles Schwab Corporation Foundation  
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## Other Contributors

California Cable Television Association  
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Santa Clara Convention and Visitors Bureau

# The California School Recognition Program

**Each year the California School Recognition Program** identifies and honors the state's most exemplary and inspiring schools. Approximately 5 percent of California's schools are selected each year, with elementary and secondary schools gaining recognition during alternate years.

To be selected for recognition, each school participates in an exceptionally competitive selection process conducted by the California Department of Education in collaboration with county superintendents of schools and assisted by local educators throughout the state.

Winners of the 1999 Distinguished School Awards are located in 40 counties and include inner-city, suburban, and rural schools that represent California's great diversity and the best of public education.

Selection criteria for the year 2000 reflect the priorities of the Governor, the Legislature, the State Board of Education, and State Superintendent Delaine Eastin. Each school must demonstrate the qualities of an exemplary elementary school.

- ★ Student scores in the top half of the statewide distribution of assessment results from the State Testing and Reporting (STAR) System Stanford 9<sup>th</sup> edition (SAT 9)
- ★ Implementation of state-adopted standards in language arts and mathematics
- ★ Visionary and collaborative leadership
- ★ A strong curriculum in all subject areas that includes content knowledge, application of basic skills, problem solving, and comprehension

- ★ Reduced class size
- ★ Comprehensive professional development that reflects the California standards for the teaching profession
- ★ Modern technology to support student learning
- ★ Special assistance for students who are learning the English language, who are at risk, or who have physical or learning disabilities
- ★ A safe and clean learning environment that communicates the importance of education in our society
- ★ Strategies that promote healthy behaviors and positive character traits in students
- ★ Extensive family participation in the school
- ★ Partnerships with business and community groups to enhance student learning



Please make contribution checks payable to:  
**California School Recognition Program**  
ATA 828

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[www.cde.ca.gov/oep/csrp](http://www.cde.ca.gov/oep/csrp)